



2014 Special Events Report

U.S. and Canada

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an advised fund of Silicon Valley Community Foundation.*

2014 Special Events Report

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Foundation for Philanthropy**

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Dr. Karl Boughan served as statistical consultant to the project and was responsible for compilation for the compilation of the data tables. The study was directed by Dr. Cathlene Williams and Diane LaVigna in consultation with members of the AFP Research Council. Special thanks to Jackie Boice for conducting the focus group discussions.

We welcome comments and suggestions for improving the study and this report. Please address all comments to Dr. Cathlene Williams at (703) 794-2178 or cathlenewilliams@cox.net.

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Introduction

Special events are important to many nonprofit organizations because they help raise awareness of a cause and help cultivate relationships with donors and potential donors. Events tend to be more costly than other fundraising strategies in terms of return on investment, but they are often incorporated into overall fundraising strategy because they provide visibility for the organization and opportunities to involve people in its activities.

The literature on special events is largely focused on anecdotal descriptions of how-to's for producing events – budgets, checklists, timelines, descriptions of types of events, formats, use of media for events, managing volunteer involvement, securing in-kind support, and evaluation of the event. What is missing from the literature is benchmarking research that would help a nonprofit determine whether an event is appropriate considering its circumstances, how its event results compare with those of other like organizations, and effective ways to follow up with constituents, media and potential donors after the event.

In this study, the AFP Foundation for Philanthropy collected information on event planning and management to enable nonprofit managers to compare their events with those of other organizations by type, size, region, metropolitan area size, and number and types of events per year. The study results provide a tool to help nonprofits make informed decisions about whether to invest in an event, how to plan a successful event(s), steps to maximize return on investment, and follow-up activities to help turn event attendees into donors. Study results will also be used by the Association of Fundraising Professionals (AFP) to plan formats for presenting event planning information to its members.

Methodology

Focus Groups. Via the AFP *eWire* newsletter, the AFP Foundation invited individuals who have event planning experience to participate in focus groups to help determine the questions to be asked in an online survey. Two focus groups were conducted by conference call in February 2014, each attended by 5-7 events specialists. Questions included in the focus groups were:

- How many events do you hold each year, and what kind are they?
- How did you decide on the specific sorts of special event to put on?
- What event information sources are the most helpful to you in planning your events?
 - What event information would you like to have that is not currently available?
 - What format (print, email, mobile) would be most helpful for receiving this information?
- How do you measure a “successful” event?
- How are you using technology to modernize your approach to fundraising events?
 - What event-planning technology would you like to see?
- How comfortable are you with ticketing and pricing? Do you feel you are maximizing ROI in your ticket pricing strategy?
- What are the three worst problems you have encountered in event planning and execution?
- What are the three best practices you have developed to plan and execute events?

Online Survey. An online survey instrument was developed based on feedback from the focus groups. The instrument was reviewed by volunteers from the AFP Research Council who are experienced researchers and tested by volunteers from the focus groups. A copy of the online survey questions is found in Appendix 1.

The sampling frame for the online survey, which was fielded in March 2014, was a random sample 2,500 AFP members in the United States and 1,200 AFP members in Canada. A total of 101 individuals responded to the survey.

The characteristics of the respondent population mirror those of the AFP membership in terms of organization type and organizational operating budget, as shown in the following table:

Table 1: Comparison of AFP Population with Survey Respondents			
AFP Population		Special Events Survey Respondents	
Type of Organization			
Arts:	6%	Art, culture, humanities	7%
Education:	24%	Education	18%
Health:	19%	Health - general and rehabilitative	17%
		Diseases, disorders, medical disciplines	3%
Religion:	4%	Religion	2%
Human Services:	19%	Human services	20%
		Community improvement, capacity building	3%
		Mental health, crisis intervention	2%
		Housing, shelter	2%
		Youth development	5%
Public Society Benefit:	6%	Public, social benefit	2%
		Civil rights, social action, advocacy	3%
		Environmental quality, protection, beautification	5%
		Food, agriculture, nutrition	2%
		Animal related	2%
Other:	10%	Other	4%
		Philanthropy, voluntarism, grantmaking foundation	1%
Consultants:	10%		
Retired:	0%		
Student	0%		
Not Currently Employed:	1%		
		NO ANSWER	3%

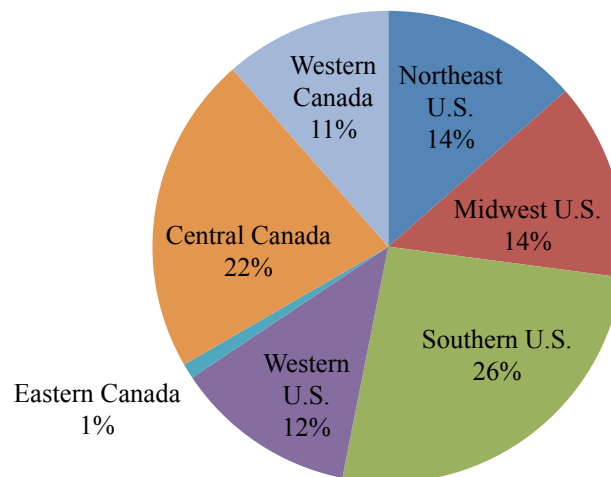
Table 2: Comparison of AFP Population with Survey Respondents (cont'd)			
AFP Population		Special Events Survey Respondents	
Operating Budgets			
\$1 – \$250,000	12%	Less than \$25,000	4%
		\$25,000 - \$99,000	2%
		\$100,000 - \$249,000	4%
\$250,001 - \$500,000	9%	\$250,000 - \$499,000	7%
\$500,001 - \$1,000,000	13%	\$500,000 - \$999,000	14%
\$1,000,001 - \$5,000,000	28%	\$1,000,000 - \$2.99 million	14%
		\$3,000,000 - \$4.99 million	10%
\$5,000,001 - \$10,000,000	11%	\$5,000,000 - \$9.99 million	19%
\$10,000,001 - \$20,000,000	10%	\$10,000,000 - \$49.99 million	16%
\$20,000,001 +:	17%	\$50,000,000 - \$75 million	2%
		\$75 million or more	1%
		NO ANSWER	8%

Note that the total number of survey respondents was 101; therefore each percentage point in the tables represents roughly one respondent. The smaller the number of respondents, the more careful one must be in extrapolating from the data.

Respondent Demographics

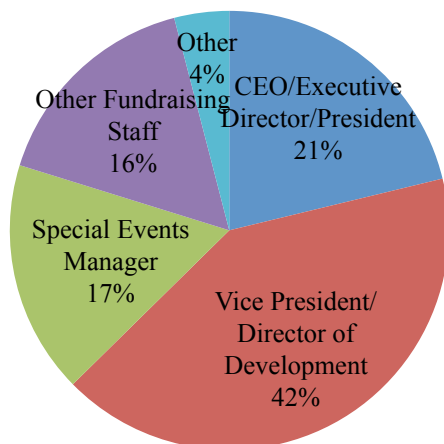
Sixty-six percent of those who responded are from the United States, and 34 percent are from Canada.

Figure 1 Respondent Organization's Geographic Region



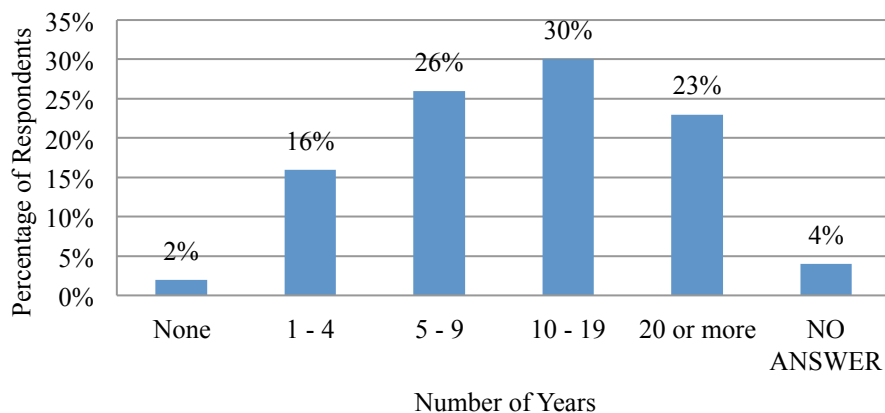
Forty-two percent of respondents are vice presidents or directors of development; 21 percent are CEOs/presidents, 17 percent are special events managers, and 16 percent hold other fundraising staff positions.

Figure 2: Respondent's Role in the Organization



Nearly all respondents are experienced in event planning as a professional responsibility. Sixteen percent report 1-4 years' experience, a quarter have 5-9 years, nearly a third have 10-19 years, and nearly a quarter have 20 or more years of experience.

Figure 3: Respondent's Years Involved in Event Planning as a Professional Responsibility



SECTION I: Summary of Findings

Nearly all respondents to the AFP survey hold special events in a typical year. About a third have one or two events per year, nearly a third have three or four events a year, 17 percent have 5-9 events, 13 percent have 10-14 events, nine percent have 15-49 events, and four percent have 50 or more events per year.

The most frequently held type of event is a stewardship and/or fundraising reception or dinner, followed by a gala with a live and/or silent auction. Sports tournaments are held by a third of responding organizations, and a-thons are held by 23 percent.

More than half of responding organizations do not have a full-time staff position devoted to event management, but 20 percent have one events position and 17 percent have 2-4 such positions. More than 40 percent have 2-4 other staff members who work on events as needed.

More than half of respondents report gross revenue of \$100,000 or more per year from special events. About a third say special events revenue accounts for less than half of their organization's annual revenue. Only 12 percent report event revenue comprises 50 percent or more of annual organizational revenue.

Slightly more than half of respondents track cost per dollar raised. Estimated costs vary by event type, with most falling in the range of \$0.59 or less per dollar raised.

Asked for factors that influence the decision to hold an event, respondents gave a variety of answers, from relevance to mission, to "the board made me do it." Most indicated they consider expected return on investment and staff and volunteer capacity to support the event.

The top three information resources used for event planning are volunteers and staff from the organization, professional colleagues who plan events, and websites of other event-holding organizations, according to survey respondents. More than half said they would like to have more benchmarking information, and information on effective ways to achieve event objectives, fresh ideas for themes, new technologies to aid in events, and third-party events (events hosted by someone outside the organization to benefit the organization). Online and face-to-face are the preferred formats for receiving event planning and management information. Printed materials are the least preferred.

A majority of responding organizations depend on volunteers to help with special event planning, execution, and evaluation and follow-up. Many cited the importance of selecting volunteers according to their interests and abilities, training volunteers and staff, communicating well throughout the event planning process, and providing volunteer recognition.

Websites, standard spreadsheet software, social media, fundraising software, and online publications were cited as the most frequently used technologies for event planning, execution, and evaluation. Decision factors for selecting a particular technology include ease of use, cost, capacity for use by multiple users, portability, customizability, automatic generation of receipts and thank you letters, web-based, and integration with other software programs used by the organization. Issues with technology were among the most often cited problems with events.

Respondents reported the most important measure of success of an event is whether or not it met the budget goal. Bringing in new donor, prospects, and volunteers was the second most cited success measure.

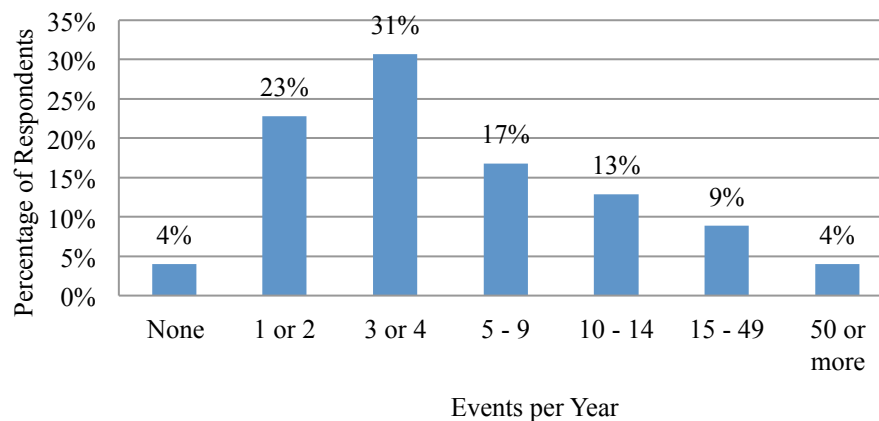
SECTION II: Number and Types of Events, Staffing

This section provides overview information on the number of events held each year by respondents, types of events held, and staff that support events. Information on volunteer involvement in events is included in Section V.

Number of Events per Year

Nearly all (96 percent) of the responding organizations hold special events in a typical year. About a quarter (23 percent) have one or two events per year, nearly a third (31 percent) have three or four events a year, 17 percent have 5-9 events, 13 percent have 10-14 events, nine percent have 15 -49, and four percent have 50 or more.

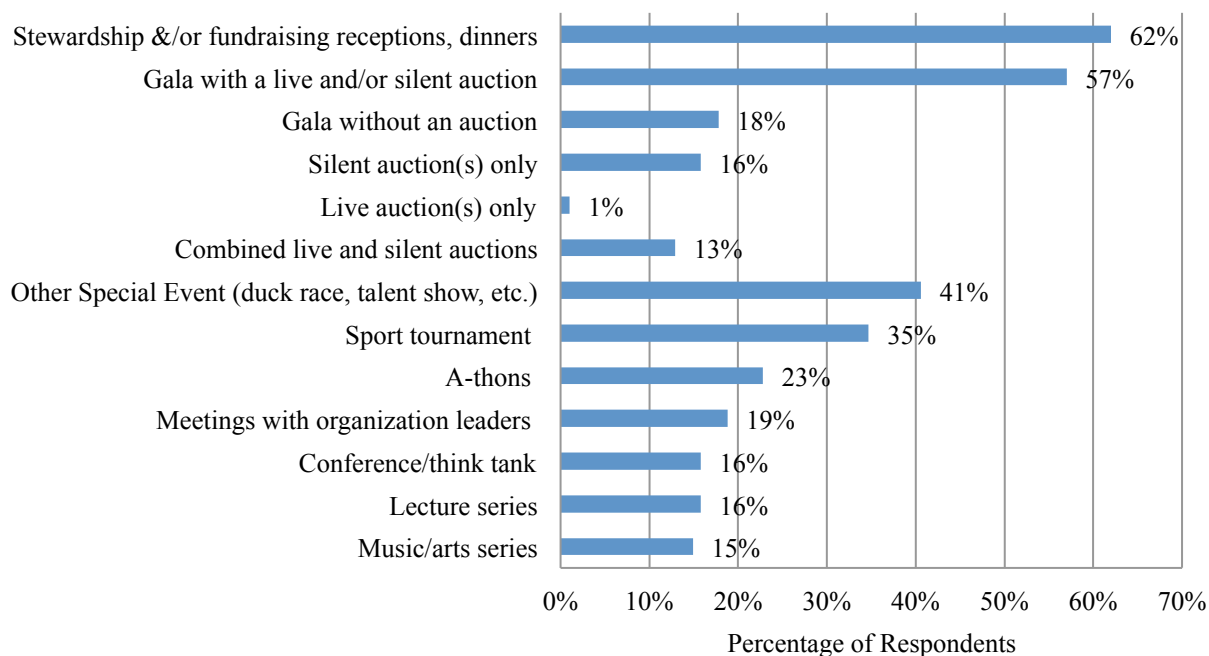
**Figure 4: Number of Events per Year,
by Percentage of Respondents**



Types of Events Held

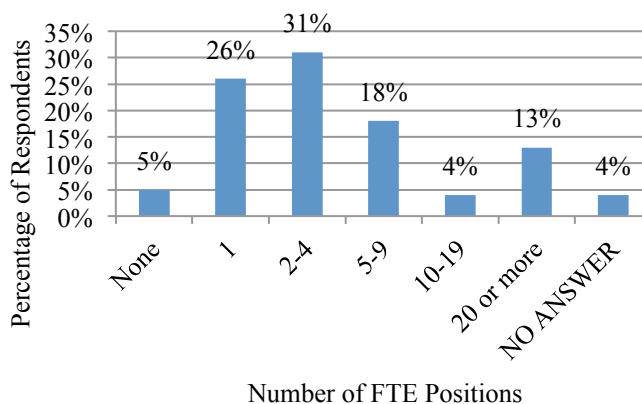
Stewardship and/or fundraising receptions and dinners are the most common type of event (62 percent of respondents), followed by galas with a live and/or silent auction (57 percent). About a third (35 percent) of the organizations hold sport tournaments (golf, tennis, fishing, etc.), and nearly a quarter (23 percent) have a-thons (walking, running, biking, reading, math, etc.). Meetings with organization leaders (president, professor, etc.), stand-alone galas (without auctions), lecture series, conferences/think tanks, and music series are held by 15-19 percent of responding organizations. Combined live and silent auctions are held by 13 percent, and other special events such as duck races, talent shows, bake sales) are held by 41 percent of organizations that responded. Only one organization reported holding a stand-alone live auction. A list of additional types of events written in by respondents is contained in Appendix 2.

Figure 5: Event Types



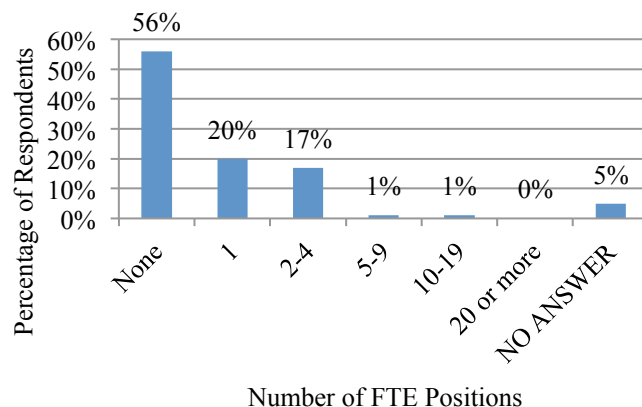
The number of FTEs devoted to fundraising in general in respondents' organizations ranges from 1 – 9 for most people who participated in this survey. Seventeen percent reported 10 or more fundraising FTEs, and five percent reported no FTE fundraisers.

Figure 6: Full-time Equivalent (FTE) Positions Devoted to Fundraising in General



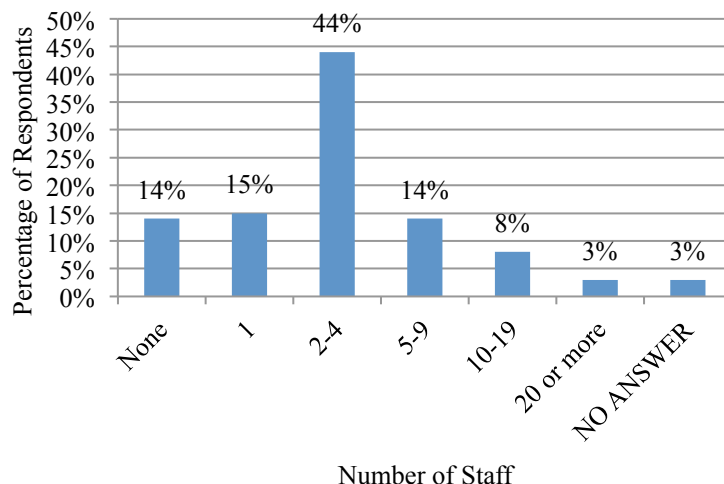
More than half of respondents (56 percent) do not have a full-time equivalent (FTE) staff position devoted to events management in their organizations. Twenty percent have one FTE position, and 17 percent have 2-4 FTE positions.

Figure 7: Full-time Equivalent (FTE) Positions Devoted to Events Management



In 44 percent of respondents' organizations, 2-4 other staff members work on events as needed. Events managers receive no additional staff support in 14 percent of organizations, and just one additional staff person in 15 percent of organizations. Fourteen percent provide 5-9 staff helpers, and eight percent provide 10-19 staff members. Only three percent provide 20 or more additional staff helpers.

Figure 7: Number of Other Staff Members Who Work on Events as Needed

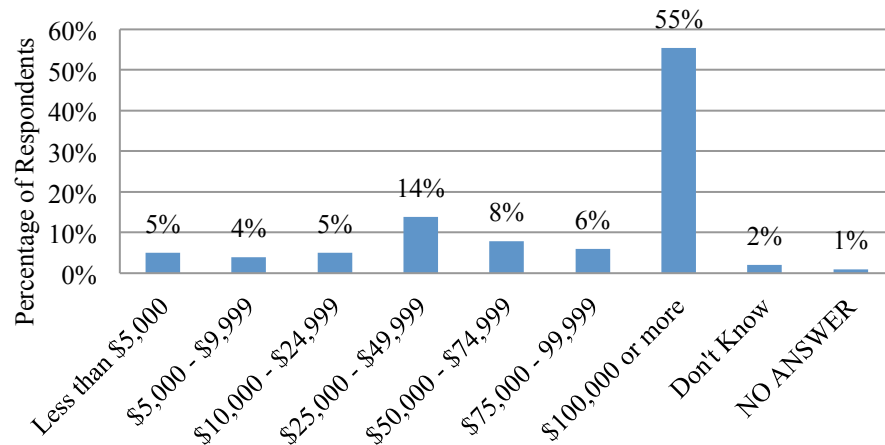


A crosstabs analysis of event types by variables including number of events per year, approximate gross revenue from events, organization type, organization budget, geographic area, metropolitan area size, number of FTE fundraising positions, and number of FTE events positions is found in Appendix 2.

SECTION III: Event Costs and Revenue

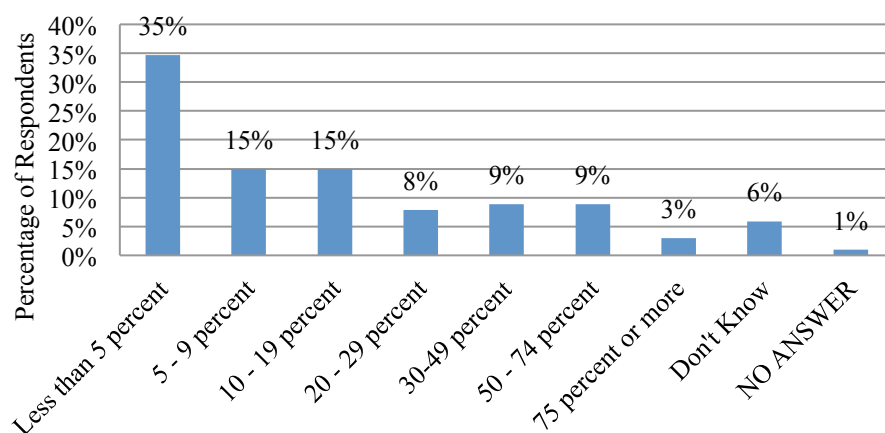
More than half of respondents (55 percent) report gross revenue of \$100,000 or more per year from special events. Fourteen percent have \$25,000 - \$50,000 in gross receipts from events.

Figure 9: Approximate Gross Revenue per Year from Special Events



About a third (35 percent) report that special event revenue accounts for less than five percent of their organization's annual revenue. Only 12 percent say it comprises 50 percent or more of annual organizational revenue.

Figure 10: Approximate Proportion of Organization's Annual Revenue from Special Events



A crosstabs analysis of event revenue by variables including number of events per year, organization type, organization budget, geographic area, metropolitan area size, number of FTE fundraising positions, and number of FTE events positions is found in Appendix 2.

Slightly more than half of respondents report they track cost per dollar raised.

The following chart shows estimated typical costs per dollar raised for several types of events. For galas, 46 percent reported costs of less than \$0.59 per dollar raised, and eight percent reported costs of \$0.60 or more. A quarter reported costs less than \$0.59 per dollar raised for auctions, 28 percent for a-thons, and 30 percent for receptions/dinners. A small percentage reported costs for music or lecture series, meetings with organizational leaders, and conferences/think tanks, and nearly all of these were in the range of \$0.39 or less per dollar raised. Note that a majority of respondents either did not respond or said they didn't know the answer to the question.

Table 2: Cost per Dollar Raised, by Event Type								
Cost per \$1.00 raised	Percentage of Respondents							
	Gala	Auction	Sport Tournament	A-thon	Reception, dinner	Music or lecture series	Mtg. w/Org. Leaders	Conf./ Think Tank
Less than \$0.20	13%	15%	13%	14%	16%	7%	9%	5%
\$0.20-\$0.39	18%	3%	9%	5%	10%	4%	2%	2%
\$0.40-\$0.59	15%	7%	6%	3%	4%	0%	0%	2%
\$0.60-\$0.79	4%	1%	4%	2%	3%	1%	0%	1%
\$0.80-\$0.99	3%	2%	1%	1%	2%	0%	0%	0%
More than \$1.00	1%	2%	2%	0%	2%	1%	0%	0%
Don't Know	21%	20%	21%	22%	22%	31%	30%	33%
NO ANSWER	26%	50%	45%	53%	42%	56%	59%	57%

SECTION IV: Event Decision-making

Several questions on the survey dealt with how decisions about events are made.

Deciding Whether to Hold an Event

Asked how the organization decides whether or not to hold an event (an open-ended question), respondents listed the following:

Relevance to mission

Attendance and history of event/Evaluation from previous year

Tradition

Strategic plan, Development Plan

Matrix for decision making

Need - seeing an opportunity to provide a service with a program

Number of other events being held for similar type organizations in our community

Fundraising considerations:

- Organizational budget requirements
- Expected return on investment including net funds raised, acquisition, and retention (One comment: If we can't raise \$25,000 or more we will not hold the event.)
- Does the event continue to hit goal or grow?
- Relationships with sponsors
- Longevity for investment (annual vs. one-off)

Personnel considerations

- Committee strength/engagement to support attendance
- Staff capacity to prepare for it
- Availability of CEO to attend

Public relations/cultivation/stewardship

- Build public awareness and goodwill/popularity of event in the community
- Strengthen the community (events are geared towards information distribution and stewardship of current donors/volunteers)
- Past interest demonstrated by corporate sponsors and guests to the same or similar event
- Recognition of donors and volunteers
- Constituency expectations
- What target audience(s) do we wish to reach?
- Friendraising/Will this attract new supporters?

“Our main events not only add some value to the bottom line - about 11% overall - they remain very much a part of the community profile in this city and keep our organization in the public's eye all year round. This intrinsic value is not really calculated on this survey but for our organization - it is why we continue to put on our well respected and sold out events.”

Some commented that deciding whether or not to hold an event is a staff and Board decision with volunteer input. One noted the decision is made by a program evaluation task force made up of Board members and staff that create criteria and review all events. Other comments indicated the decision is made by the Board, for better or worse:

“A board member suggests it, and we just nod our head and smile politely. I'm not kidding.”
 “It's at the board's pleasure. I try to steer them to a discussion of ROI when considering events but it doesn't always work out that way.”

Deciding What to Charge

Respondents were asked about the importance of several factors in deciding what to charge for events. More than 50 percent of respondents said all the factors listed in the survey were either somewhat or very important, including the amount charged for similar events in the past (92 percent said this factor is somewhat or very important); cost of the venue, meal and “ambiance” (90 percent); the amount charged by other organizations in the area for similar events (79 percent); the sponsors’ funding level (78 percent); brand recognition of the organization (69 percent); and perks the organization provided to participants (54 percent).

Table 3: Importance of Decision Factors for Setting Event Charges

	Percentage of Respondents				
	Not at all important	Somewhat unimportant	Somewhat important	Very important	NO ANSWER
Amount charged for similar events in the past	1%	3%	42%	50%	5%
Cost of venue, meal, and "ambiance"	2%	5%	40%	50%	4%
Amount charged by other organizations in our area for similar events	5%	11%	55%	24%	5%
Sponsors' funding level	7%	12%	41%	36%	5%
Brand recognition of our organization	8%	18%	34%	35%	6%
Perks we are able to provide for participants	14%	26%	40%	14%	7%
Other	14%	2%	2%	9%	73%

SECTION V: Information Sources for Event Planning

Survey respondents were asked to rate the importance of a number of information sources they use for planning special events and to describe what they look for in these resources.

Information Sources Currently Used

The most-often-cited “somewhat or very important” ratings were for: volunteers and staff from the respondent’s organization (89 percent of respondents), professional colleagues who plan events (65 percent), and websites of other event-holding organizations (64 percent). More than half of respondents said AFP’s *eWire*, *Advancing Philanthropy* magazine, and website (Special Events Hot Topic) are somewhat unimportant or not important at all in their special events planning. Other resources listed in the table also received “somewhat unimportant or not important at all” ratings from a large percentage of respondents.

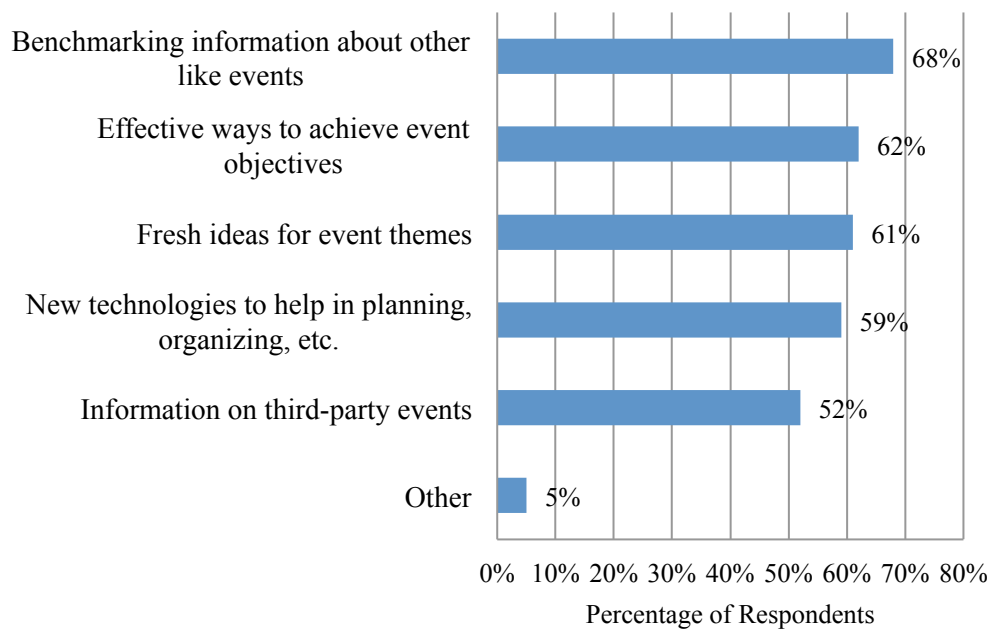
Table 4: Importance of Information Sources in Planning Special Events					
Information Source	Percentage of Respondents				
	Not at all important	Somewhat unimportant	Somewhat important	Very important	NO ANSWER
Volunteers and staff from my organization	4%	1%	18%	71%	6%
Professional colleagues who plan events	12%	14%	34%	31%	10%
Websites of other event-holding organizations	19%	11%	51%	13%	6%
AFP eWire (online newsletter)	60%	14%	14%	3%	9%
LinkedIn articles	60%	14%	14%	2%	10%
AFP Advancing Philanthropy magazine	55%	22%	11%	4%	8%
AFP website (Special Events Hot Topic)	55%	20%	14%	1%	10%
Pinterest	61%	16%	13%	1%	9%
Fundraising Success magazine	66%	15%	7%	3%	9%
SpecialEvents.com website and resources	68%	13%	7%	3%	9%
Bizbash website	73%	11%	5%	1%	10%
Other resources	21%	0%	5%	5%	69%

Additional resources mentioned in the “Other” category by survey participants were personal knowledge gleaned from managing events for other organizations in the area, books about special event planning, neighborhood social media sites, and university sports calendars.

Information Sources Desired

In response to the question, “What information about events would you like to have that is not currently available?” survey participants responded as follows:

Figure 11: Desired Information for Event Planning



Those who indicated “Other” said they would like to have:

- A dependable guide to other event dates
- Sponsorship valuation and trends
- List serve or group space to share ideas
- Pool of experts willing to advise

Format Preferences for Event Planning and Management Information

Asked to rate their preferred format for receiving event information on a scale from 1 to 4, with 1 the lowest rating and 4 the highest, more than half the respondents gave high ratings (3 or 4) to website searches (67 percent); face -to-face conferences or seminars (64 percent); online newsletters or magazines (62 percent); face-to-face or phone conversations with colleagues (58 percent); webinars (56 percent); and printed articles in newsletters and magazines (55 percent). Books were the least popular preference (only 15 percent of respondents rated them 3 or 4).

Table 5: Format Preferences for Receiving Event Planning and Management Information					
	Percentage of Respondents				
	1 (lowest)	2	3	4 (highest)	NO ANSWER
Website searches	9%	14%	23%	44%	11%
Face-to-face conferences or seminars	11%	17%	31%	33%	9%
Online newsletters or magazines	13%	15%	35%	27%	11%
Face-to-face or phone conversations with colleagues	8%	24%	23%	35%	11%
Webinars	16%	18%	29%	27%	11%
Printed articles, newsletters, and magazines	12%	23%	34%	21%	11%
Online forums with event specialists	22%	21%	26%	19%	13%
Books	45%	28%	13%	2%	13%

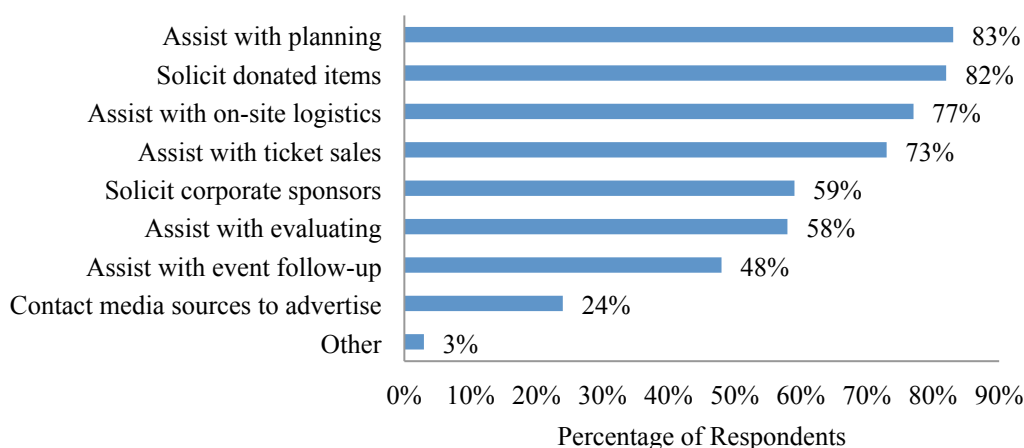
SECTION VI: Involvement of Volunteers

The survey asked respondents to describe how volunteers are involved in special events for the organization and what they have learned about volunteer involvement in their event planning and execution.

Ways Volunteers Are Involved

As indicated in the following graph, volunteers are involved in many ways in most organizations' events. More than 80 percent of respondents' organizations involve volunteers in planning events and in soliciting donated items for the event. More than 70 percent use volunteers to assist with on-site logistics and ticket sales. Nearly 60 percent ask volunteers to solicit corporate sponsors and assist in evaluating the event, and nearly 50 percent use volunteer help with event follow-up (thank you letters, calls to attendees, media contacts). Only 24 percent ask volunteers to contact media sources to advertise the event.

Figure 12: Volunteer Involvement in Events



Lessons Learned Regarding Volunteer Involvement

An open-ended question asked what respondents have learned about volunteer involvement in their event planning and execution. Answers are grouped by topic and frequency in the following table.

Table 6: Lessons Learned Regarding Volunteer Involvement
Volunteers are essential to any event; our staff could not possibly do what we do if it were not for the time volunteers put into these events. Volunteers bring fresh ideas and perspectives, and new donors. (13)
Early engagement on achievable goals/tasks are invaluable to helping stoke the process! Decide what jobs will be done by staff and what jobs by volunteers. Create job descriptions and deadlines. Provide training and tools to help them succeed. Volunteers should be adequately briefed so they feel empowered to make decisions on their own. Let the volunteers have ownership. Let them see the benefits of the event. (13)
Keep volunteers informed in all aspect of the event plan. Ongoing communication is important. Check in frequently. It's important that everyone hears the same message. Follow-up with volunteers regularly and remind them to make their solicitation calls/sales. (9)
Treat your volunteers like gold (feed them at meetings, recognize them publicly) even if they are not always dependable (i.e. be prepared to step in). Good volunteers are hard to find and harder to keep -- so make the experience something special. It is crucial that staff and board be trained how to interact with volunteers and say thank you. Volunteers are not for the drudge jobs that staff and board don't want to do; that's a great way to lose volunteer interest. (9)
Choose wisely in identifying volunteers. Volunteers need to be screened as to their interests and abilities. Volunteers may be committed to the cause but that doesn't necessary mean that they have the skills to carry out the plans. Putting the right volunteer in the right role is essential. It is better if they have some vested interest in the success of your organization and its events. Helping people to feel useful and like they're making a meaningful contribution is what keeps them coming back to volunteer again. (8)
It's key to have community leaders in charge of galas, whether or not they do the actual work. You need connected volunteers who can "give and get" at a level that is required for financial success particularly where it relates to cash sponsors. (5)
Staff is also important. At the end of the day, volunteers are unpaid and may not always be reliable. (4)
Volunteers have to be managed like regular employees. It is very time consuming. (3)
Volunteers can make a great sales force. They can leverage their relationships in the corporate community to help "sell" sponsorships and can get their friends and colleagues to attend the event. (3)
Be patient. No matter what you tell people, they typically won't understand unless they try it themselves. You don't always get "your way." (3)
Committed, tireless, savvy volunteers are golden. Identify a group of "worker bees" who are committed to helping: approach sponsors; approach other volunteers, board members and table captains; coordinate day-of volunteers. Find a strong volunteer leader who can help build attendance and revenue, <i>and</i> who can call an end to "brainstorming" and focus people on tasks at hand. (2)
Volunteers often don't want to solicit. Many like to stay in logistics and planning and don't want to drive sales or sponsorship asks. (2)
It's challenging to count on volunteers due to their busy schedules. For annual events, volunteer engagement is hard to sustain. (2)
Be politically savvy. If the volunteer is wrong it's best for another volunteer to tell them, not the staff person. (1)

A crosstabs analysis of volunteer involvement by variables including number of events per year, approximate gross revenue from events, organization type, organization budget, geographic region, metropolitan area population, number of FTE fundraising positions, and number of FTE events positions is found in Appendix 2.

SECTION VII: Event Technology

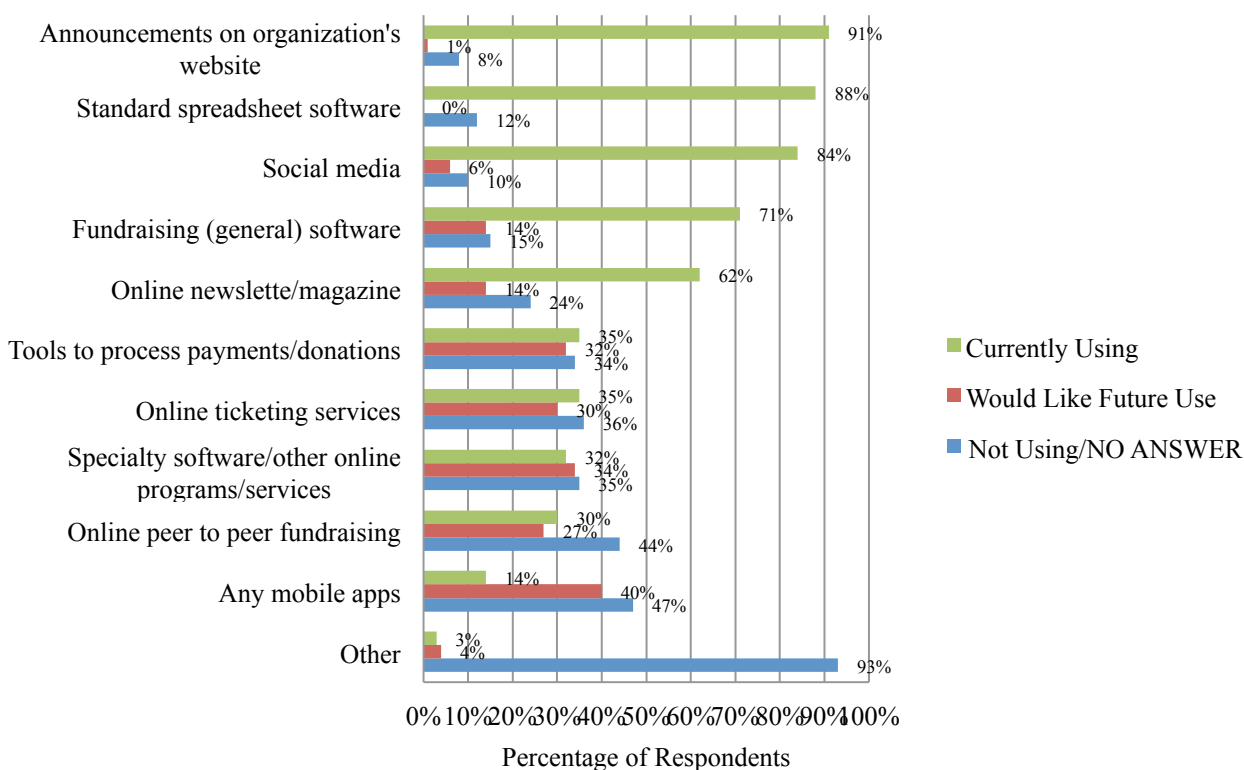
In this section respondents were asked to describe technologies they currently use for event planning, execution, and evaluation, and whether they would like to use these technologies in the future. They also were asked to rate the importance of a variety of factors in choosing technologies for event planning and execution.

Technology Currently Used/Desired for the Future

Announcements on the organization's website, standard spreadsheet software (e.g., Excel or Access), and social media (Facebook, Twitter, etc.) are currently used by more than 80 percent of responding organizations for event planning, execution, and evaluation, and six percent of respondents are interested in using social media for this purpose. Seventy-one percent use general fundraising software for event planning, and an additional 14 percent would like to in the future. Online newsletters or magazines are used by 62 percent, and 14 percent would like to use these vehicles in the future.

Percentages of organizations using other technologies are more evenly divided between those organizations currently using the technology and those that want to use the technology in the future. Only 14 percent of respondents reported current use of mobile apps, while 40 percent would like to use mobile apps in the future.

Figure 13: Current and Desired Use of Technology for Events



Importance of Factors for Choosing Event Technologies

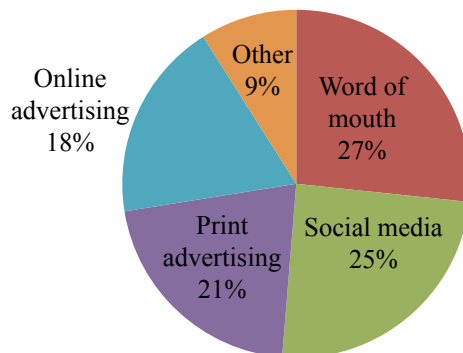
Asked to rate the importance of a variety of factors in choosing technologies for event planning and execution, 84 percent of respondents indicated ease of use is either somewhat or very important. Cost, allowing multiple users, and portability also were highly rated (nearly 80 percent chose these factors as somewhat or very important). More than 70 percent said customizability, ability to automatically generate receipts and thank you letters, and web-based configuration are somewhat or very important decision factors. More than 60 percent indicated it is somewhat or very important that software programs can be integrated (e.g., auction software with membership and/or accounting software) and that it allows “do-it-yourself” updates by event registrants. Fifty-two percent said offering mobile apps are somewhat or very important.

Table 7: Decision Factor Importance for Event Planning Technologies					
	Not Important at All	Somewhat Unimportant	Somewhat Important	Very Important	NO ANSWER
Ease of use	4%	2%	10%	74%	10%
Cost	2%	0%	11%	69%	18%
Allows multiple users	4%	6%	20%	59%	11%
Portability	4%	5%	24%	56%	11%
Customizable	4%	8%	18%	56%	14%
Automatic generation of receipts, thank you letters	4%	10%	25%	49%	13%
Web-based	4%	9%	25%	47%	16%
Software program integration	9%	12%	21%	45%	14%
"Do-it-yourself" updates by registrants	8%	19%	30%	31%	13%
Offers mobile app	13%	19%	27%	25%	17%

SECTION VIII: Event Promotion

Ninety-two percent of respondents said their organizations' events are promoted by word of mouth, followed by social media (85 percent), print advertising (73 percent), and online advertising (64 percent).

**Figure 13: How Events Are Promoted,
by Percentage of Respondents**



Other (write-in) responses were:

- Printed invitations and save the date cards (9)
- Email (7)
- Radio advertising (6)
- Television ads and talk TV (4)
- Direct mail (4)
- Newsletter (3)
- Billboards (3)
- Website (2)
- Committee/board members (2)
- Media sponsor
- Half-price tickets for faculty/staff
- Phone calls
- Internal program guide

SECTION IX: Event Evaluation and Follow-up

This section summarizes responses to questions about problems with events, measures of success for events, and how organizations follow-up with stakeholders after the event.

Worst Problems with Events

In an open-ended question on the three worst problems encountered with event planning and execution, respondents had lots to say. Comments are grouped according to topic and frequency of response in the following table:

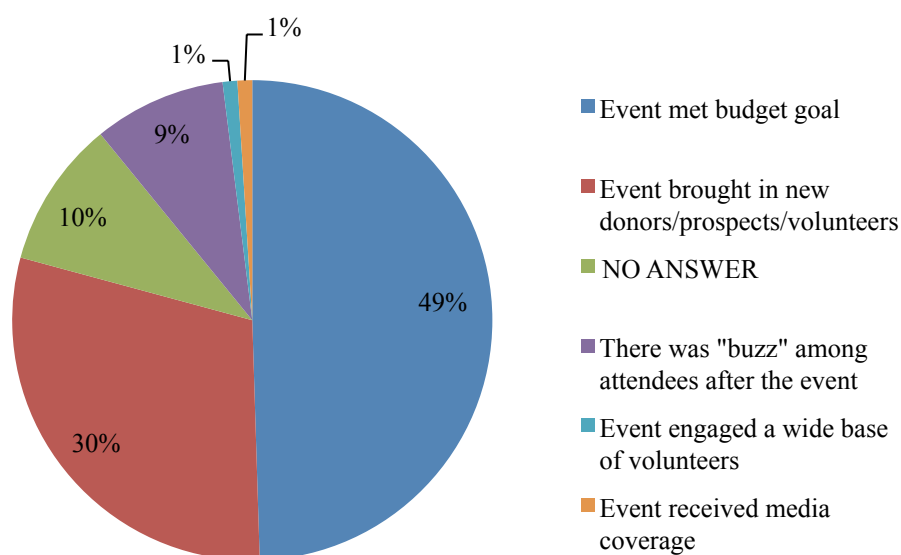
Table 8: Worst Problems with Events
Technology issues: Lack of integration among technologies, e.g., accounting software, donor tracking software, registration software are not compatible. Clumsy third party websites for sign up (resulting in missed registrations and therefore unexpected guests the day of the event). Spotty or slow WIFI for onsite registration. Technology (computers/A/V) failing. Fundraising database not event-friendly. Lack of participant registration via online tools (because they don't know how to use the system, etc.). Lack of access to/affordability of technology that could make the job easier. (17)
Limited resources (time and money) and out of scale expectations for the event. Lack of cost control. Too many free or comped tickets given away. Excessive decorations budget. Not enough high-dollar items solicited for event. Lessened ability to get in-kind donations/discounts for vendors, food, accompanied by increasing attendance at the event. Low ROI. Failure to meet budget goal. (14)
Insufficient numbers/training/time of staff to support the event. Takes up too much staff time that could be better devoted to direct fundraising. Balancing time among multiple events. Staff burn out, at all levels but especially the communications department as they jump from one event to the next. (14)
Lack of buy-in/integration/engagement of volunteers and/or lack of board support (12)
Committee members who volunteer but do not complete assigned tasks. (11)
Timing issues. Competition with other events. Event fatigue. (9)
Poor tickets sales. Not getting new people involved. Inadequate volunteer commitment to ticket sales/fundraising. (8)
Competition from other non-profits for limited dollars from sponsors. Inability to secure sponsorships. Lack of interest by traditional sponsors. (8)
Poor communication among staff and volunteers resulting in details that fall through the cracks. (7)
Poor record keeping (not knowing who has been a contact, donor, sponsor, etc.). Difficulty keeping track of who attended. Not getting all needed information (e.g., expiration dates) on credit card transactions. Limited follow-up with attendees. Lack of a database for storing and tracking information. (7)
Weather issues (can affect outdoor events) (6)
Vendors/third party event planners/caterers not meeting obligations. (6)

Table 8: Worst Problems with Events (cont'd)
Insufficient number of volunteers to do needed tasks, e.g., too few people to set up and tear down. (6)
Unclear purpose for event. Organization leadership unclear on the goals/costs of the event, so things are added that don't serve the goals of the event. (5)
Pricing issues: High cost of venues and speakers that will draw an audience. Difficult to keep ticket prices reasonable and reflect a good value. Difficult to set a price that will generate ticket sales but still be profitable. (5)
Last minute registrants... people who don't RSVP. (5)
Problems with the venue (fire, flooding, worker strike, parking, etc.) or speaker (no-show) (5)
Guest issues: Unruly guests. Guests with special needs/dietary restrictions and preferences. Guests who arrive too early. Guests who don't read important event day instructions. Guests who have health emergencies. Overcrowding at the event. (5)
Poor relationships among volunteers (disputes affect event). Domineering board members. Inflexible committee chairs. (4)
Need for new ideas to freshen the event. Need for funding for new event ideas. (4)
Insufficient lead time for planning. (3)
Lack of marketing prior to event. Amount of advertising doesn't correlate with actual event attendance. Ineffective communications to potential participants. (3)
Interference with event by well-meaning but untrained volunteers . 'Renegade' volunteers with their own agendas. (3)
Difficulty getting people across the organization to plan together. Staff unwilling to let volunteers help with planning. (2)
Problems with silent auction check out process. (2)
Lack of senior management support.
Too many volunteer committees.
Changes in economy that impact ticket sales and corporate sponsorships. (2)
Delays in getting internal stakeholders' feedback before proceeding with plans. (2)
Tradition/memorial equity in a moribund event. Volunteers/staff won't give it up.
Inadequately briefed participants/speakers/emcees.
Difficulty creating nametags.

Measures of Success for Events

Respondents were asked to rank certain measures of event success in order of importance. Top measures of success are listed below, by percentage of respondents. Meeting budget goal was ranked highest by 49 percent of survey participants, followed by bringing in new donors/prospects and volunteers (30 percent). “Buzz” among attendees after the event was highly rated by nine percent. Only one percent ranked having a wide base of volunteer involvement and receiving media attention for the event as the most important measures of success.

**Figure 15: Top Measures of Event Success,
Percentage of Respondents**



Event Follow-up

In response to an open-ended question on steps taken to follow up with attendees after an event, nearly all survey participants indicated they thank attendees, donors, and sponsors by in a variety of ways including letters, cards, emails, personal calls. Many also survey top donors, sponsors, and ticket holders to get feedback on the event. Several reported they provide coverage on the event (and recognition of donors and sponsors) in print or online via magazine or newsletter articles, social media, and press releases. Several said they add all donors and attendees to their mailing and email lists and/or donor databases after the event.

Additional follow-up steps mentioned by respondents were: sending attendees copies of event photographs, event programs (to sponsors who were unable to attend), tax receipts for gifts, token gifts, and/or invitations to a stewardship event or tour; and sending new donor packets with a mailed thank you note to first-time donors.

Only three respondents indicated they do no follow up with attendees after the event.

How Follow-up Step Results Are Measured

In response to an open-ended question on measurement of follow-up steps after an event, survey participants responded as follows. Comments are grouped according to topic and frequency of response. Twenty-three respondents said they do not measure or poorly measure the results of follow-up. Eighteen said they use donor software or spreadsheet software, e.g., Excel, to track event results and use the data for decision making.

Table 9: Measurement of Follow-up Steps
Follow-up steps are not measured. We aren't doing this well. Currently ad-hoc. Would like to know best practices. (23)
We use donor software/spreadsheet software is used to record whether attendees attended other events, number of alumni and volunteer attendees, whether the number of attendees is greater than last year, how many attendees become engaged in organization, whether they convert to donors, whether or not they send in a second gift, amount of funds raised, whether/when fundraiser follows up with donor. Results are compared with goals to evaluate success. Results shared with staff and committees, who use them to plan for the next year's event. (18)
Attendees receive a satisfaction survey and personal feedback (comments made to staff and committee members) is documented . Suggestions are discussed in strategy sessions and incorporated into next year's plan if feedback makes sense There is a report to the board on the feedback. (11)
We use a checklist , e.g., to track number of communications sent out, number of responses, number of visits on web site, open rates on emails, number and amount of gifts and whether gifts increased over last year, whether or not we met deadlines, number of early bird registrations for next edition of the event. (6)
We only react to feedback that we receive from attendees -- unsubscribe numbers, tour requests, volunteer requests, donations (2)

“Thank you letters go to anyone who contributes at the event within three days. All sponsors receive a follow up letter within a week that shares the event's successes and give them credit for the success - highly tailored to the sponsor and the event. Email within 10 days to all participants and our wider supporter base sharing the success. All sponsors also receive thank you calls from board members within three to six months of their support - timed to occur after letters, etc. and talking points to link their support to recent successes.”

Appendix 1: Survey Questions

AFP Foundation for Philanthropy Special Events Survey

Thank you for taking the time to complete the AFP Foundation Special Events Survey. The survey will take about 10-20 minutes. There are questions about 1) types, and number of events your organization holds each year, 2) resources used for events (staff, volunteers, software, etc.), 3) event evaluation and follow-up, and 4) your organization.

If you are not engaged in event planning for your organization, please pass this survey along to the person who is primarily responsible for events. For questions where you do not have exact information, please use your best estimate.

Please respond by April 11, 2014.

- 1) What is the total number of events your organization holds in a typical year?
- 2) For each type of event listed below, indicate the number of such events your organization holds in a typical year. Most of these types of events are organized at least in part to raise funds for the organization.
 - a. Gala with a live and/or silent auction
 - b. Gala without an auction
 - c. Silent auction(s) only
 - d. Live auction(s) only
 - e. Combined live and silent auctions
 - f. Sport tournament (golf, tennis, fishing, etc.)
 - g. A-thons (walking, running, biking, reading, math, etc.)
 - h. Stewardship and/or fundraising receptions, dinners
 - i. Music/arts series
 - j. Lecture series
 - k. Meetings with organization leaders (president, professor, etc.)
 - l. Conference/think tank
 - m. Other (duck race, talent show, bake sale, etc.)

If you indicated other types of events, please specify event type(s).

2) Approximately how much gross revenue per year is a direct result of special events? Do not include in-kind gifts.

- m Less than \$5,000
- m \$5,000 - \$9,999
- m \$10,000 - \$24,999
- m \$25,000 - \$49,999
- m \$50,000 - \$74,999
- m \$75,000 - 99,999
- m \$1,000,000 - \$1,499,999
- m Don't know

3) Approximately what proportion of your organization's annual revenue is a result of special events?

- m Less than 5 percent
- m 5 - 9 percent
- m 10 - 19 percent
- m 20 - 29 percent
- m 30 - 49 percent
- m 50 - 74 percent
- m 75 percent or more
- m Don't know

4) Does your organization track cost per dollar raised for events?

- m Yes
- m No
- m Don't know

5) For each type of event listed below, indicate your best estimate of the typical cost per dollar raised (include staff costs as well as direct costs in calculation):

	Less than \$0.20 per \$1.00 raised	\$0.20- \$0.39 per \$1.00 raised	\$0.40- \$0.59 per \$1.00 raised	\$0.60- \$0.79 per \$1.00 raised	\$0.80- \$0.99 per \$1.00 raised	\$1.00 per \$1.00 raised	More than \$1.00 per \$1.00 raised	Don't know
Gala	m	m	m	m	m	m	m	m
Auctions	m	m	m	m	m	m	m	m
Sport tournament (golf, tennis, fishing, etc.)	m	m	m	m	m	m	m	m
A-thons (walking, running, biking, etc.)	m	m	m	m	m	m	m	m
Receptions, dinners	m	m	m	m	m	m	m	m
Music or lecture series	m	m	m	m	m	m	m	m
Meetings with organizational leaders (presidents, professors, etc.)	m	m	m	m	m	m	m	m
Conference/think tank	m	m	m	m	m	m	m	m
Other	m	m	m	m	m	m	m	m

6) How does your organization decide whether or not to hold an event?

7) Please rate the importance of each of the following factors in deciding what to charge for events.

	Very important	Somewhat important	Somewhat unimportant	Not at all important
Amount charged for similar events in the past	m	m	m	m
Amount charged by other organizations in our area for similar events	m	m	m	m
Sponsors' funding level	m	m	m	m
Brand recognition of our organization	m	m	m	m
Perks we are able to provide for participants	m	m	m	m
Cost of venue, meal, and "ambiance"	m	m	m	m
Other (please specify)	m	m	m	m

8) How do you promote your events? Choose ALL that apply.

- ☐ Word of mouth
- ☐ Social media
- ☐ Print advertising
- ☐ Online advertising
- ☐ Other (please specify)

If you selected other, please

9) Please rate the importance of each of the following information sources in planning your events.

	Very important	Somewhat important	Somewhat unimportant	Not important at all
AFP website (Special Events Hot Topic)	m	m	m	m
AFP Advancing Philanthropy magazine	m	m	m	m
AFP eWire (online newsletter)	m	m	m	m
Fundraising Success magazine	m	m	m	m
Bizbash website	m	m	m	m
SpecialEvents.com website and resources	m	m	m	m
LinkedIn articles	m	m	m	m
Pinterest	m	m	m	m
Websites of other organizations that hold events	m	m	m	m
Volunteers and staff from my organization (historical knowledge of what works, what potential donors like)	m	m	m	m
Professional colleagues who plan events	m	m	m	m
Other	m	m	m	m

If you selected Other, please specify.

10) What information about events would you like to have that is not currently available? Choose ALL that apply.

- q Fresh ideas for event themes (creative, cutting-edge)
 - q Effective ways to achieve event objectives (conveying information about the organization, cultivating new donors, allowing attendees to share their personal stories, etc.)
 - q Benchmarking information about other like organizations' events (ROI, themes, sponsorships, use of volunteers, etc.)
 - q Information on third-party events (hosted by someone outside the organization to benefit your organization)
 - q New technologies to help you in planning, organizing or executing an event
 - q Other (please specify)
- If you selected other, please specify

11) Please rate your preference for each of the following formats for receiving event planning and management information.

	4 (highest preference)	3	2	1 (lowest preference)
Website searches	m	m	m	m
Online newsletters or magazines	m	m	m	m
Online forums with event specialists	m	m	m	m
Webinars	m	m	m	m
Printed articles, newsletters and magazines	m	m	m	m
Books	m	m	m	m
Face-to-face conferences, seminars	m	m	m	m
Face-to-face or phone conversations with colleagues	m	m	m	m

12) Please describe how volunteers are involved in your organization's events. Choose ALL answers that apply.

- q Assist with planning
- q Solicit donated items
- q Solicit corporate sponsors
- q Contact media sources to advertise
- q Assist with ticket sales
- q Assist with on-site logistics
- q Assist with evaluating
- q Assist with event follow-up (thank you letters, calls to attendees, media contacts)
- q Other (please specify)

If you selected other, please specify

13) What have you learned about volunteer involvement in your event planning and execution?

14) Please describe your use of technology for event planning, execution and evaluation.

	Currently using	Would like to use in future
Social media (Facebook, Twitter, etc.) to advertise events	q	q
Fundraising (general) software	q	q
Specialty software and other online programs/services (for auctions, walkathons, etc.)	q	q
Standard spreadsheet software (e.g., Excel or Access)	q	q
Announcements on organization's website	q	q
Online newsletter or magazine	q	q
Online peer to peer fundraising	q	q
Online ticketing services (e.g., Eventbrite, Brown Paper Tickets)	q	q
Any mobile apps	q	q
Tools such as Square or PayPal Here to process payments/donations	q	q
Other	q	q

15) How important is each of the following in choosing technologies for event planning and execution?

	Very important	Somewhat important	Somewhat unimportant	Not important at all
Integration of software programs (e.g., auction software with membership and/or accounting software)	q	q	q	q
Ease of use	q	q	q	q
Allows multiple users	q	q	q	q
Customizable	q	q	q	q
Portability (can take to event to assist with registration, etc.)	q	q	q	q
Web-based	q	q	q	q
Allows "do-it-yourself" updates by registrants	q	q	q	q
Generates receipts, thank you's etc. automatically	q	q	q	q
Offers mobile app	q	q	q	q
Cost	q	q	q	q

16) What are the three worst problems you have encountered in event planning and execution?

17) Please rank the importance of each of the following in measuring the success of your event.
(1 is the most important.)

We met our budget goal.

We engaged a wide base of volunteers.

We received media coverage.

There was "buzz" among attendees after the event.

We brought in new donors/prospects/volunteers to the organization.

18) Please describe the steps you take to follow-up with attendees after the event.

19) How are follow-up steps with attendees measured?

20) What would best describe your role at the organization?

☐ CEO/executive director/president

☐ Vice president or director of development

☐ Special events manager

☐ Other fundraising staff

☐ Administration/data entry

☐ Other (please specify)

If you selected other, please specify

21) For how many years have you been involved in event planning as a professional responsibility?

22) How many FTE (FTE = 40 hours per week) positions in your organization are devoted to fundraising in general?

23) How many FTE positions in your organization do ONLY events?

24) How many other staff members work on events as needed in addition to other responsibilities?

25) What is the main subject category in which your organization works?

- m Animal related
- m Art, culture, humanities
- m Civil rights, social action, advocacy
- m Community improvement, capacity building
- m Crime, legal related
- m Diseases, disorders, medical disciplines
- m Education
- m Employment, job related
- m Environmental quality, protection, beautification
- m Food, agriculture, nutrition
- m Health - general and rehabilitative
- m Housing, shelter
- m Human services
- m International, foreign affairs, national security
- m Medical research
- m Mental health, crisis intervention
- m Mutual/membership benefit
- m Philanthropy, voluntarism, grantmaking foundation
- m Public safety, disaster preparedness, relief
- m Public, social benefit
- m Recreation, sports, leisure, athletics
- m Religion
- m Science and technology research institutes, services
- m Youth development
- m Other (please specify)

If you selected other, please specify

26) What was your organization's annual operating budget in FY 2013?

- m Less than \$25,000
- m \$25,000 - \$99,000
- m \$100,000 - \$249,000
- m \$250,000 - \$499,000
- m \$500,000 - \$999,000
- m \$1,000,000 - \$2.99 million
- m \$3,000,000 - \$4.99 million
- m \$5,000,000 - \$9.99 million
- m \$10,000,000 - \$49.99 million
- m \$50,000,000 - \$75 million
- m \$75 million or more

27) In what region is your organization located?

m Eastern Canada (Newfoundland and Labrador, Nova Scotia, New Brunswick, PEI)

m Central Canada (Ontario, Quebec)

m Western Canada (Alberta, Manitoba, Saskatchewan, British Columbia)

m Northwest Territories/Yukon/Nunavut

m Western U.S. (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming)

m Midwest U.S. (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin)

m Southern U.S. (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia)

m Northeast U.S. (Connecticut, Delaware, D.C., Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)

m Other (please specify)

If you selected other, please specify

28) In what size metropolitan area is your organization located?

m Population less than 50,000

m Population of 50,000 - 99,999

m Population of 1,000,000 - 2,999,999

m Population of 3 million or more

29) If you are from Canada please enter your postal code.

30) If you are from the United States please enter your zip code.

31) If you are willing to be contacted for more information please enter name and contact information.

Thank you.

Appendix 2: Crosstab Tables

The crosstabs tables in Appendix 2 were developed to illustrate general tendencies in responses. The total number of survey respondents was 101; therefore each percentage point in the tables represents roughly one respondent. The smaller the number of respondents, the more careful one must be in extrapolating from the data.

Table 10: Percentage of Respondents by Event Type and Frequency (0 or 1-2 events)– Part I

		No. of Galas w/ Auction		No. of Galas w/o Auction		No. of Stand- alone Silent Auctions		No. of Combined Live/Silent Auctions		No. of Sport Tournament		No. of A- thons		No. of Stewardship/F undraising Recptns/ Dinners		No. of Music/Arts Series	
		None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2
Total number of special events in a typical year	None	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%
	1 or 2	39%	61%	83%	17%	87%	13%	96%	4%	83%	17%	96%	4%	70%	26%	100%	0%
	3 or 4	48%	52%	90%	10%	94%	6%	90%	10%	71%	29%	71%	29%	32%	61%	81%	16%
	5 - 9	41%	59%	82%	18%	88%	6%	88%	12%	35%	47%	71%	24%	24%	53%	94%	0%
	10 - 14	31%	62%	77%	23%	62%	31%	85%	15%	77%	15%	77%	15%	15%	23%	69%	23%
	15 - 49	44%	56%	78%	22%	67%	22%	56%	44%	44%	33%	44%	33%	22%	33%	78%	22%
	50 or more	0%	50%	25%	50%	75%	0%	75%	25%	25%	75%	100%	0%	0%	25%	50%	0%
Approximate gross revenue per year as a direct result of special events	Less than \$5,000	100%	0%	100%	0%	100%	0%	80%	20%	80%	20%	100%	0%	60%	20%	80%	0%
	\$5,000 - \$9,999	50%	50%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	50%	0%	100%	0%
	\$10,000 - \$24,999	100%	0%	100%	0%	60%	40%	100%	0%	80%	20%	100%	0%	20%	60%	80%	0%
	\$25,000 - \$49,999	43%	57%	93%	7%	79%	21%	100%	0%	79%	21%	86%	14%	57%	43%	93%	7%
	\$50,000 - \$74,999	50%	50%	88%	13%	100%	0%	88%	13%	75%	25%	88%	13%	38%	50%	100%	0%
	\$75,000 - 99,999	33%	67%	67%	33%	100%	0%	100%	0%	67%	33%	100%	0%	50%	33%	83%	17%
	\$100,000 or more	30%	64%	75%	23%	80%	13%	80%	20%	55%	34%	64%	29%	29%	45%	80%	14%
	Don't Know	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%
	NO ANSWER	0%	100%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	0%	0%	100%	0%
Organization type	Art, culture, humanities	29%	71%	57%	43%	86%	14%	71%	29%	86%	14%	100%	0%	14%	29%	57%	14%
	Education	50%	39%	67%	28%	83%	11%	83%	17%	78%	22%	100%	0%	17%	61%	78%	6%
	Religion	50%	50%	100%	0%	100%	0%	100%	0%	50%	50%	100%	0%	50%	50%	100%	0%
	Civil rights, social action	100%	0%	100%	0%	67%	33%	100%	0%	100%	0%	100%	0%	0%	33%	100%	0%
	Diseases, disorders, med.	33%	67%	100%	0%	100%	0%	67%	33%	100%	0%	0%	67%	33%	33%	67%	33%
	Health - general and rehab	29%	65%	82%	18%	82%	18%	76%	24%	41%	47%	59%	29%	35%	41%	82%	18%
	Mental health	0%	100%	50%	50%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%
	Environmental quality	20%	80%	100%	0%	60%	40%	100%	0%	80%	20%	80%	20%	60%	40%	80%	20%
	Food, agriculture, nutrition	0%	100%	100%	0%	50%	0%	50%	50%	0%	100%	100%	0%	50%	50%	100%	0%
	Animal related	0%	100%	50%	50%	100%	0%	100%	0%	50%	50%	50%	50%	50%	0%	100%	0%

Table 10: Percentage of Respondents by Event Type and Frequency (0 or 1-2 events)– Part I (cont'd)

		No. of Galas w/ Auction		No. of Galas w/o Auction		No. of Stand- alone Silent Auctions		No. of Combined Live/Silent Auctions		No. of Sport Tournaments		No. of A- thons		No. of Stewardship/ Fundraising Recptns/ Dinners		No. of Music/Arts Series	
		1 or 2		1 or 2		1 or 2		1 or 2		1 or 2		1 or 2		1 or 2		1 or 2	
		None	2	None	2	None	2	None	2	None	2	None	2	None	2	None	2
Organization Type (cont'd)	Philanthropy, voluntarism	0%	100%	100%	0%	0%	100%	100%	0%	100%	0%	0%	100%	100%	0%	100%	0%
	Human services	60%	40%	95%	5%	100%	0%	95%	5%	70%	25%	70%	30%	30%	55%	90%	10%
	Youth development	40%	60%	80%	20%	60%	20%	100%	0%	40%	20%	100%	0%	80%	20%	80%	20%
	Public, social benefit	50%	50%	50%	50%	50%	50%	100%	0%	100%	0%	100%	0%	50%	0%	100%	0%
	Housing, shelter	0%	100%	100%	0%	100%	0%	100%	0%	50%	50%	50%	50%	100%	0%	100%	0%
	Community improvement	33%	67%	67%	33%	100%	0%	100%	0%	33%	33%	67%	0%	0%	33%	100%	0%
	Other	50%	50%	100%	0%	100%	0%	100%	0%	75%	25%	75%	25%	50%	50%	100%	0%
	NO ANSWER'	100%	0%	100%	0%	67%	0%	67%	33%	33%	67%	67%	33%	100%	0%	100%	0%
Size of organization operating budget FY2013	Less than \$25,000	75%	25%	100%	0%	100%	0%	100%	0%	75%	25%	100%	0%	100%	0%	100%	0%
	\$25,000 - \$99,000	0%	100%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	50%	50%	100%	0%
	\$100,000 - \$249,000	75%	25%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%	25%	75%	100%	0%
	\$250,000 - \$499,000	43%	57%	100%	0%	57%	29%	86%	14%	71%	14%	86%	14%	43%	57%	86%	14%
	\$500,000 - \$999,000	57%	43%	79%	21%	79%	21%	93%	7%	79%	21%	86%	14%	43%	43%	86%	7%
	\$1,000,000 - \$2.99 million	36%	64%	79%	21%	93%	7%	93%	7%	79%	14%	86%	7%	43%	29%	86%	7%
	\$3,000,000 - \$4.99 million	10%	90%	80%	20%	70%	30%	100%	0%	70%	30%	60%	40%	40%	50%	90%	10%
	\$5,000,000 - \$9.99 million	32%	68%	79%	21%	95%	0%	68%	32%	47%	42%	63%	26%	26%	37%	89%	11%
	\$10,000,000 - \$49.99 million	50%	38%	88%	6%	81%	13%	88%	13%	56%	31%	69%	25%	19%	50%	63%	25%
	\$50,000,000 - \$75 million	50%	50%	0%	100%	100%	0%	100%	0%	100%	0%	100%	0%	0%	50%	100%	0%
	\$75 million or more	0%	0%	0%	100%	100%	0%	0%	100%	100%	0%	100%	0%	0%	0%	0%	0%
	NO ANSWER	63%	38%	88%	13%	75%	13%	88%	13%	25%	75%	75%	25%	63%	25%	100%	0%
Geographic region	Northeast U.S.	46%	54%	85%	15%	92%	8%	92%	8%	69%	31%	92%	8%	31%	31%	100%	0%
	Midwest U.S.	39%	54%	85%	15%	85%	15%	92%	8%	77%	23%	100%	0%	38%	54%	69%	15%
	Southern U.S.	52%	44%	88%	12%	92%	8%	88%	12%	76%	16%	92%	8%	28%	56%	88%	8%
	Western U.S.	50%	50%	100%	0%	92%	0%	83%	17%	75%	25%	75%	25%	33%	50%	100%	0%
	Eastern Canada	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%
	Central Canada	19%	81%	76%	24%	81%	14%	86%	14%	57%	29%	48%	38%	38%	33%	81%	14%
	Western Canada	36%	55%	64%	27%	73%	18%	82%	18%	36%	55%	64%	27%	45%	18%	64%	27%
	Other	100%	0%	100%	0%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%	100%	0%
	NO ANSWER	75%	25%	75%	25%	75%	0%	75%	25%	25%	75%	75%	25%	100%	0%	100%	0%

Table 10: Percentage of Respondents by Event Type and Frequency (0 or 1-2 events)– Part I (cont'd)

		No. of Galas w/ Auction		No. of Galas w/o Auction		No. of Stand- alone Silent Auctions		No. of Combined Live/Silent Auctions		No. of Sport Tournaments		No. of A- thons		No. of Stewardship/F undraising Recptns/ Dinners		No. of Music/Arts Series	
		None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2
Metropolitan area population	Less than 50,000	71%	29%	86%	14%	71%	29%	86%	14%	57%	43%	100%	0%	57%	43%	86%	0%
	50,000 - 99,999	42%	55%	94%	6%	84%	13%	94%	6%	58%	35%	87%	13%	45%	39%	87%	10%
	1,000,000 - 2,999,999	29%	68%	68%	29%	85%	12%	88%	12%	74%	18%	71%	21%	29%	38%	88%	9%
	3 million or more	50%	44%	88%	13%	81%	13%	81%	19%	81%	13%	56%	38%	25%	50%	69%	19%
	NO ANSWER	54%	46%	85%	15%	92%	0%	77%	23%	46%	54%	85%	15%	46%	38%	92%	8%
Number of FTE positions for events management	None	51%	46%	100%	0%	84%	14%	91%	9%	72%	25%	93%	7%	37%	44%	84%	9%
	1	40%	60%	88%	8%	80%	15%	95%	5%	70%	30%	60%	40%	35%	55%	85%	15%
	2 - 4	18%	82%	84%	16%	88%	6%	82%	18%	41%	35%	47%	35%	29%	29%	88%	12%
	5 - 9	0%	100%	78%	22%	100%	0%	0%	100%	100%	0%	0%	0%	0%	0%	100%	0%
	10 - 19	0%	0%	25%	75%	100%	0%	0%	100%	100%	0%	100%	0%	0%	0%	0%	0%
	20 or more	0%	0%	77%	23%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	NO ANSWER	60%	40%	100%	0%	80%	0%	60%	40%	40%	60%	80%	20%	100%	0%	100%	0%
Number of FTE positions devoted fundraising in general	None	60%	40%	89%	9%	100%	0%	100%	0%	80%	20%	80%	20%	60%	40%	80%	0%
	1	42%	54%	80%	20%	81%	15%	88%	12%	69%	27%	96%	4%	35%	46%	81%	12%
	2 - 4	52%	45%	59%	41%	77%	19%	94%	6%	71%	23%	61%	35%	35%	48%	84%	16%
	5 - 9	33%	67%	100%	0%	89%	6%	78%	22%	50%	33%	61%	22%	22%	44%	89%	11%
	10 - 19	0%	100%	0%	100%	100%	0%	75%	25%	50%	50%	75%	25%	0%	0%	100%	0%
	20 or more	31%	62%	0%	0%	92%	8%	85%	15%	77%	23%	100%	0%	54%	31%	85%	0%
	NO ANSWER	75%	25%	100%	0%	75%	0%	75%	25%	25%	75%	75%	25%	100%	0%	100%	0%

Table 10: Percentage of Respondents by Event Type and Frequency– Part II (cont'd)									
		Lecture Series		Mtgs. w/ Org. Leaders		Conferences/Think Tanks		Other Events	
		None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2
Total number of special events in a typical year	None	100%	0%	100%	0%	100%	0%	100%	0%
	1 or 2	96%	4%	91%	0%	100%	0%	65%	35%
	3 or 4	94%	3%	94%	3%	87%	13%	58%	39%
	5 - 9	94%	6%	71%	24%	88%	6%	59%	18%
	10 - 14	69%	23%	69%	15%	69%	31%	54%	15%
	15 - 49	44%	22%	56%	33%	44%	56%	33%	0%
	50 or more	25%	25%	50%	0%	75%	0%	75%	0%
Approximate gross revenue per year as a direct result of special events	Less than \$5,000	80%	20%	100%	0%	80%	20%	60%	20%
	\$5,000 - \$9,999	75%	25%	100%	0%	100%	0%	75%	25%
	\$10,000 - \$24,999	100%	0%	80%	20%	100%	0%	40%	40%
	\$25,000 - \$49,999	86%	7%	93%	0%	100%	0%	57%	29%
	\$50,000 - \$74,999	75%	13%	75%	25%	88%	13%	88%	13%
	\$75,000 - 99,999	100%	0%	83%	17%	83%	17%	33%	67%
	\$100,000 or more	84%	9%	77%	9%	77%	20%	59%	21%
	Don't Know	100%	0%	100%	0%	100%	0%	100%	0%
	NO ANSWER	0%	0%	0%	100%	100%	0%	0%	0%
Organization type	Art, culture, humanities	71%	14%	86%	0%	86%	14%	71%	29%
	Education	72%	11%	78%	11%	78%	17%	50%	33%
	Religion	50%	0%	100%	0%	100%	0%	100%	0%
	Civil rights, social action	100%	0%	100%	0%	100%	0%	67%	33%
	Diseases, disorders, med.	100%	0%	100%	0%	100%	0%	33%	33%
	Health - general and rehab	94%	0%	76%	12%	88%	12%	47%	29%
	Mental health	100%	0%	100%	0%	100%	0%	50%	50%
	Environmental quality	80%	20%	80%	20%	80%	20%	40%	20%
	Food, agriculture, nutrition	100%	0%	100%	0%	100%	0%	100%	0%
	Animal related	100%	0%	100%	0%	100%	0%	50%	0%
	Philanthropy, voluntarism	100%	0%	0%	100%	0%	100%	0%	0%
	Human services	95%	5%	95%	5%	95%	5%	75%	15%
	Youth development	100%	0%	80%	20%	40%	40%	80%	20%
	Public, social benefit	0%	100%	0%	0%	50%	50%	50%	0%
	Housing, shelter	100%	0%	100%	0%	100%	0%	50%	50%

Table 10: Percentage of Respondents by Event Type and Frequency– Part II (cont'd)

		Lecture Series		Mtgs. w/ Org. Leaders		Conferences/Think Tanks		Other Events	
		None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2
Organization type (cont'd)	Community improvement	33%	33%	0%	67%	67%	33%	67%	0%
	Other	100%	0%	100%	0%	100%	0%	50%	50%
	NO ANSWER'	67%	33%	67%	0%	67%	33%	67%	33%
Size of organization operating budget FY2013	Less than \$25,000	100%	0%	100%	0%	100%	0%	25%	50%
	\$25,000 - \$99,000	100%	0%	100%	0%	100%	0%	100%	0%
	\$100,000 - \$249,000	75%	25%	75%	25%	100%	0%	100%	0%
	\$250,000 - \$499,000	86%	14%	86%	14%	71%	29%	71%	14%
	\$500,000 - \$999,000	79%	21%	86%	0%	86%	14%	57%	36%
	\$1,000,000 - \$2.99 million	86%	7%	71%	7%	71%	29%	71%	29%
	\$3,000,000 - \$4.99 million	80%	10%	70%	30%	100%	0%	30%	30%
	\$5,000,000 - \$9.99 million	95%	0%	100%	0%	89%	5%	68%	16%
	\$10,000,000 - \$49.99 million	81%	0%	75%	13%	81%	13%	44%	31%
	\$50,000,000 - \$75 million	50%	0%	50%	50%	50%	50%	100%	0%
	\$75 million or more	0%	100%	0%	0%	100%	0%	100%	0%
	NO ANSWER	88%	13%	75%	13%	75%	25%	50%	25%
Geographic region	Northeast U.S.	92%	0%	77%	15%	100%	0%	69%	15%
	Midwest U.S.	62%	31%	77%	8%	92%	8%	62%	23%
	Southern U.S.	84%	8%	84%	8%	76%	20%	52%	36%
	Western U.S.	83%	8%	100%	0%	100%	0%	75%	25%
	Eastern Canada	100%	0%	100%	0%	100%	0%	100%	0%
	Central Canada	95%	0%	76%	19%	81%	19%	57%	24%
	Western Canada	82%	9%	82%	0%	64%	27%	36%	18%
	Other	100%	0%	100%	0%	100%	0%	100%	0%
	NO ANSWER	75%	25%	50%	25%	75%	25%	75%	25%
Metropolitan area population	Less than 50,000	57%	29%	86%	0%	100%	0%	86%	0%
	50,000 - 99,999	87%	10%	77%	13%	81%	19%	58%	23%
	1,000,000 - 2,999,999	85%	6%	79%	12%	76%	18%	44%	35%
	3 million or more	88%	6%	88%	6%	94%	6%	88%	13%
	NO ANSWER	85%	8%	85%	8%	92%	8%	54%	31%

Table 10: Percentage of Respondents by Event Type and Frequency– Part II (cont'd)

		Lecture Series		Mtgs. w/ Org. Leaders		Conferences/Think Tanks		Other Events	
		None	1 or 2	None	1 or 2	None	1 or 2	None	1 or 2
Number of FTE positions for events management	None	82%	11%	81%	11%	84%	12%	58%	25%
	1	95%	5%	80%	15%	90%	10%	65%	25%
	2 - 4	82%	0%	88%	6%	76%	24%	59%	18%
	5 - 9	100%	0%	100%	0%	100%	0%	100%	0%
	10 - 19	0%	100%	0%	0%	100%	0%	100%	0%
	20 or more	0%	0%	0%	0%	0%	0%	0%	0%
	NO ANSWER	80%	20%	80%	0%	80%	20%	40%	60%
Number of FTE positions devoted to fundraising in general	None	80%	20%	100%	0%	100%	0%	40%	40%
	1	77%	15%	77%	12%	81%	15%	58%	27%
	2 - 4	90%	3%	81%	10%	77%	23%	52%	29%
	5 - 9	83%	6%	78%	17%	83%	11%	67%	11%
	10 - 19	75%	0%	100%	0%	100%	0%	75%	25%
	20 or more	92%	8%	85%	8%	100%	0%	69%	23%
	NO ANSWER	75%	25%	75%	0%	75%	25%	75%	25%

Table 11: Percentage of Respondents by Gross Event Revenue per Year

		Approximate Gross Revenue Per Year as a Direct Result of Special Events						
		Less than \$5,000	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - 99,999	\$100,000 or more
Total number of special events in a typical year	None	50%	0%	0%	0%	0%	0%	0%
	or 2	4%	9%	4%	35%	22%	4%	22%
	3 or 4	0%	0%	10%	6%	6%	13%	65%
	5 - 9	0%	6%	6%	18%	0%	6%	65%
	10 - 14	8%	8%	0%	0%	0%	0%	85%
	15 - 49	11%	0%	0%	0%	11%	0%	67%
	50 or more	0%	0%	0%	25%	0%	0%	75%
Organization type	Art, culture, humanities	14%	0%	0%	0%	0%	14%	71%
	Education	6%	0%	11%	6%	11%	6%	61%
	Religion	50%	0%	0%	50%	0%	0%	0%
	Civil rights, social action, advocacy	0%	33%	67%	0%	0%	0%	0%
	Diseases, disorders, medical disciplines	0%	0%	0%	0%	0%	0%	100%
	Health - general and rehabilitative	0%	0%	6%	24%	0%	0%	71%
	Mental health, crisis intervention	0%	50%	0%	0%	0%	0%	50%
	Environmental quality, protection, beautification	0%	0%	0%	40%	0%	0%	60%
	Food, agriculture, nutrition	0%	0%	0%	0%	0%	0%	100%
	Animal related	0%	0%	0%	0%	0%	0%	100%
	Philanthropy, voluntarism, grantmaking foundation	0%	0%	0%	0%	0%	0%	100%
	Human services	5%	10%	0%	10%	15%	15%	40%
	Youth development	0%	0%	0%	20%	0%	20%	60%
	Public, social benefit	0%	0%	0%	50%	0%	0%	50%
	Housing, shelter	0%	0%	0%	0%	50%	0%	50%
	Community improvement, capacity building	0%	0%	0%	0%	33%	0%	33%
	Other	25%	0%	0%	25%	25%	0%	25%
	NO ANSWER'	0%	0%	0%	33%	0%	0%	33%

Table 11: Percentage of Respondents by Gross Event Revenue per Year (cont'd)

		Approximate Gross Revenue Per Year as a Direct Result of Special Events						
		Less than \$5,000	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - 99,999	\$100,000 or more
Size of organization operating budget FY 2013	Less than \$25,000	50%	25%	25%	0%	0%	0%	0%
	\$25,000 - \$99,000	0%	0%	0%	100%	0%	0%	0%
	\$100,000 - \$249,000	25%	0%	25%	0%	25%	0%	25%
	\$250,000 - \$499,000	0%	14%	0%	43%	0%	0%	43%
	\$500,000 - \$999,000	7%	7%	7%	14%	14%	14%	36%
	\$1,000,000 - \$2.99 million	0%	0%	7%	14%	14%	21%	43%
	\$3,000,000 - \$4.99 million	0%	0%	0%	10%	0%	0%	80%
	\$5,000,000 - \$9.99 million	5%	5%	0%	5%	5%	5%	68%
	\$10,000,000 - \$49.99 million	0%	0%	6%	13%	0%	0%	81%
	\$50,000,000 - \$75 million	0%	0%	0%	0%	50%	0%	50%
	\$75 million or more	0%	0%	0%	0%	0%	0%	100%
Geographic region	NO ANSWER	0%	0%	0%	13%	13%	0%	63%
	Northeast U.S.	8%	8%	8%	8%	15%	15%	31%
	Midwest U.S.	15%	0%	8%	15%	15%	8%	38%
	Southern U.S.	4%	4%	8%	16%	12%	4%	52%
	Western U.S.	0%	8%	0%	17%	8%	0%	58%
	Eastern Canada	0%	0%	0%	100%	0%	0%	0%
	Central Canada	0%	5%	5%	10%	0%	5%	76%
	Western Canada	9%	0%	0%	0%	0%	9%	82%
	Other	0%	0%	0%	100%	0%	0%	0%
	NO ANSWER	0%	0%	0%	25%	0%	0%	50%

Table 11: Percentage of Respondents by Gross Event Revenue per Year (cont'd)

		Approximate Gross Revenue Per Year as a Direct Result of Special Events						
		Less than \$5,000	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - 99,999	\$100,000 or more
Metropolitan area population	Less than 50,000	29%	0%	14%	43%	0%	0%	14%
	50,000 - 99,999	6%	3%	3%	16%	13%	6%	52%
	1,000,000 - 2,999,999	0%	3%	0%	9%	3%	6%	76%
	3 million or more	0%	13%	13%	13%	6%	0%	56%
	NO ANSWER	8%	0%	8%	8%	15%	15%	31%
Number of FTE positions for events management	None	9%	7%	9%	19%	14%	5%	33%
	1	0%	0%	0%	5%	0%	10%	85%
	2 - 4	0%	0%	0%	6%	0%	6%	88%
	5 - 9	0%	0%	0%	0%	0%	0%	100%
	10 - 19	0%	0%	0%	0%	0%	0%	100%
	20 or more	0%	0%	0%	0%	0%	0%	0%
	NO ANSWER	0%	0%	0%	20%	0%	0%	60%
FTE positions devoted to fundraising in general	None	40%	20%	0%	20%	20%	0%	0%
	1	0%	4%	12%	15%	8%	12%	46%
	2 - 4	3%	0%	0%	16%	10%	3%	65%
	5 - 9	6%	6%	0%	6%	0%	0%	83%
	10 - 19	0%	0%	0%	0%	0%	0%	100%
	20 or more	8%	8%	15%	15%	15%	15%	23%
	NO ANSWER	0%	0%	0%	25%	0%	0%	50%

Table 12: Percentage of Respondents by Volunteer Involvement in Special Events

		Volunteer Involvement							
		Assist with planning	Solicit donated items	Solicit corporate sponsors	Contact media sources to advertise	Assist w/ ticket sales	Assist w/ on-site logistics	Assist w/ Evaln.	Assist w/ Event Follow-up
Total number of events in a typical year	None	0%	0%	0%	0%	0%	0%	0%	0%
	1 or 2	96%	87%	57%	35%	74%	83%	78%	61%
	3 or 4	87%	84%	55%	26%	81%	84%	52%	48%
	5 - 9	82%	88%	71%	6%	71%	88%	65%	47%
	10 - 14	85%	85%	62%	38%	62%	85%	62%	69%
	15 - 49	89%	89%	78%	22%	100%	67%	56%	22%
	50 or more	50%	75%	75%	0%	75%	25%	25%	0%
Approximate gross revenue per year as a direct result of special events	Less than \$5,000	60%	40%	40%	20%	40%	40%	20%	40%
	\$5,000 - \$9,999	100%	75%	75%	25%	50%	75%	75%	100%
	\$10,000 - \$24,999	80%	80%	40%	0%	80%	80%	80%	60%
	\$25,000 - \$49,999	86%	71%	36%	0%	50%	86%	57%	43%
	\$50,000 - \$74,999	88%	75%	50%	50%	75%	88%	88%	25%
	\$75,000 - 99,999	83%	83%	83%	67%	83%	83%	50%	83%
	\$100,000 or more	86%	95%	68%	23%	84%	80%	59%	45%
	Don't Know	0%	0%	0%	0%	0%	0%	0%	0%
	NO ANSWER	100%	0%	100%	100%	100%	0%	0%	100%

Table 12: Percentage of Respondents by Volunteer Involvement in Special Events (cont'd)

		Volunteer Involvement							
		Assist with planning	Solicit donated items	Solicit corporate sponsors	Contact media sources to advertise	Assist w/ ticket sales	Assist w/ on-site logistics	Assist w/ Evaln.	Assist w/ Event Follow-up
Organization type	Art, culture, humanities	86%	86%	71%	29%	71%	71%	57%	43%
	Education	78%	83%	67%	17%	72%	67%	56%	50%
	Religion	0%	0%	0%	0%	0%	0%	0%	0%
	Civil rights, social action	100%	67%	33%	0%	67%	67%	100%	100%
	Diseases, disorders, medical.	67%	100%	67%	67%	100%	100%	67%	0%
	Health - general & rehabilitative	100%	94%	53%	12%	82%	76%	59%	41%
	Mental health	100%	100%	100%	50%	100%	50%	100%	100%
	Environmental quality	60%	80%	40%	20%	40%	100%	80%	40%
	Food, agriculture, nutrition	100%	100%	50%	0%	100%	100%	50%	100%
	Animal related	100%	100%	50%	0%	100%	100%	50%	50%
	Philanthropy, voluntarism	100%	100%	100%	0%	100%	100%	100%	100%
	Human services	85%	85%	65%	35%	70%	85%	55%	45%
	Youth development	80%	100%	60%	20%	80%	80%	60%	80%
	Public, social benefit	50%	100%	50%	0%	50%	100%	50%	50%
	Housing, shelter	100%	100%	100%	100%	100%	100%	50%	0%
	Community improvement	67%	0%	33%	33%	67%	33%	0%	67%
	Other	100%	50%	50%	50%	75%	100%	75%	25%
	NO ANSWER'	67%	67%	67%	0%	67%	67%	67%	33%

Table 12: Percentage of Respondents by Volunteer Involvement in Special Events

		Volunteer Involvement							
		Assist with planning	Solicit donated items	Solicit corporate sponsors	Contact media sources to advertise	Assist w/ ticket sales	Assist w/ on-site logistics	Assist w/ Evaln.	Assist w/ Event Follow-up
Size of organization's operating budget FY 2013	Less than \$25,000	75%	75%	50%	25%	75%	75%	50%	50%
	\$25,000 - \$99,000	50%	50%	50%	0%	50%	100%	50%	50%
	\$100,000 - \$249,000	50%	25%	25%	0%	50%	25%	50%	0%
	\$250,000 - \$499,000	100%	86%	29%	14%	43%	86%	71%	57%
	\$500,000 - \$999,000	86%	86%	50%	7%	57%	93%	50%	93%
	\$1,000,000 - \$2.99 million	93%	86%	71%	50%	79%	93%	64%	50%
	\$3,000,000 - \$4.99 million	90%	90%	80%	50%	90%	70%	50%	40%
	\$5,000,000 - \$9.99 million	74%	84%	63%	32%	79%	47%	37%	32%
	\$10,000,000 - \$49.99 million	94%	88%	63%	19%	81%	94%	81%	50%
	\$50,000,000 - \$75 million	50%	100%	50%	0%	100%	100%	100%	50%
	\$75 million or more	100%	100%	100%	0%	100%	100%	0%	0%
	NO ANSWER	75%	75%	63%	0%	75%	75%	75%	25%
Geographic region	Northeast U.S.	100%	77%	77%	54%	85%	69%	69%	46%
	Midwest U.S.	85%	77%	54%	23%	62%	69%	46%	31%
	Southern U.S.	72%	76%	52%	8%	64%	80%	60%	60%
	Western U.S.	83%	83%	50%	25%	67%	92%	50%	58%
	Eastern Canada	100%	100%	0%	0%	100%	100%	100%	100%
	Central Canada	86%	95%	71%	33%	90%	86%	71%	52%
	Western Canada	82%	82%	55%	18%	73%	64%	36%	27%
	Other	100%	100%	0%	0%	0%	0%	0%	0%
	NO ANSWER	75%	75%	75%	0%	75%	75%	75%	25%

Table 12: Percentage of Respondents by Volunteer Involvement in Special Events

		Volunteer Involvement							
		Assist with planning	Solicit donated items	Solicit corporate sponsors	Contact media sources to advertise	Assist w/ ticket sales	Assist w/ on-site logistics	Assist w/ Evaln.	Assist w/ Event Follow-up
Metropolitan area population	Less than 50,000	71%	57%	14%	0%	43%	71%	43%	43%
	50,000 - 99,999	94%	94%	65%	19%	74%	84%	61%	45%
	1,000,000 - 2,999,999	76%	88%	71%	29%	79%	76%	59%	50%
	3 million or more	94%	81%	56%	31%	81%	81%	63%	56%
	NO ANSWER	69%	54%	46%	23%	62%	62%	54%	38%
Number of FTE positions for events management	None	100%	80%	40%	20%	60%	100%	80%	80%
	1	92%	77%	54%	15%	65%	77%	69%	46%
	2 - 4	81%	87%	58%	26%	71%	81%	45%	42%
	5 - 9	67%	78%	56%	17%	78%	67%	56%	44%
	10 - 19	75%	100%	100%	50%	75%	50%	50%	50%
	20 or more	92%	85%	69%	46%	92%	85%	62%	54%
	NO ANSWER	75%	75%	75%	0%	75%	75%	75%	50%
Number of FTE positions devoted to fundraising in general	None	84%	81%	56%	19%	68%	74%	61%	49%
	1	80%	85%	70%	40%	85%	85%	50%	40%
	2 - 4	82%	82%	59%	24%	71%	76%	53%	53%
	5 - 9	100%	100%	100%	100%	100%	100%	100%	100%
	10 - 19	100%	100%	100%	0%	100%	100%	0%	0%
	20 or more	0%	0%	0%	0%	0%	0%	0%	0%
	NO ANSWER	80%	80%	40%	0%	80%	80%	80%	40%

Appendix 3 Types of Events Held by Responding Organizations

Table 13: Types of Events Held by Responding Organizations (responses to open-ended question)
Peer events (BBQ, 50/50)
"Open House" that is both informational and stewardship-focused
Luncheon onboard a ship
Big Game Blow Out and Stand Up for Kids
Rummage Sale
Festival
Fundraising Breakfast (with a guest speaker, sponsored tables)
Alumni reunions in other cities
Wearable Art Fashion Show, Shadow Box Art Show, Contain-It Installation Art & Trashy Treasures (once loved art)
Children's holiday shoppe - store for kids to purchase holiday presents; house tour with rooms decorated by local designers
Movie, Martin, Massage (a girls night out)
Parents' Association fundraiser, carnival, bake sale
Fine Arts Craft Show
Restaurant proceeds to my organization on a particular day
Open House
Big Wheel Relay, Fundraiser-progressive cocktail party
Tour of schools
Joint dinner with our Foundation Board and College Board of Trustees
Christmas House Tour
Holiday tree lighting
2-day Picnic with 60,000 attendees
Teddy Bear's Picnic - free family event, sponsorship, sale of merchandise and food generate revenue. , Book Market - large scale used book sales over 3 days, three times a year
"Ask" event - Luncheon with presentation of organization's programs and services, followed by the "ask"
One-time only concerts & speakers, markets, media stunts, family activities (e.g. scavenger hunts, beach activities)
Holiday Hope program - holiday season collection of toys, clothes, gift cards for families and clients of the Society
invitations to on-campus concerts and parades
Empty Bowls, wine tasting event, motorcycle run, comedy night
Road Rally, Wine Tasting & Sale, Pancake Supper
5k run/walk

Table 13: Types of Events Held by Responding Organizations (cont'd)
Butterfly Release (2), Corporate Fundraising Breakfast (2), Holiday Memorial Fundraiser (2)
We offer a retreat, programs and events, which is what I mean by Lecture series.
Radio/telethon, book sale, Holiday Public Open House, Poker Party
We had an annual dinner with a live auction for several years and discontinued it as other fundraising activities such as our annual campaign and planned giving were more efficient time wise and considering outcomes.
Recognition event
Volunteer luncheon
Fair Trade Festival, Book Launches, Convocation, Liturgies, Awards presentations, Open Houses
Fashion and hair runway event, , Bar Wars bartender competition with live auction
Indian Taco Fundraisers, Style Show
We have an event called Sweetheart Art Family night at our school where everyone is invited in for a spaghetti dinner and then we provide an opportunity for the families to order artwork their kids have made to be commissioned into custom glass artwork made by professional artists.
We receive donations from 2-3 third party events every year.
Annual House Tour in October and Garden Tour in June. The Garden Tour is a free event but we do sell merchandise and offer a donation jar.
Site visits to grantee partners (2-3), event with an author (1), grantee partner showcase/fair (1), shopping event (1)
Specialize soup event
Networking cocktails, Award ceremonies, Information session
Festivals, Holiday Event Fundraiser (Christmas, Mother's Day, etc.)
Halloween party for kids